



Insurance Brokers Association of BC 2021 Strata Insurance Guide Campaign

From duplexes to 30-story buildings, over 1.5 million British Columbians live in strata properties. In recent years, the hardening market took a heavy toll on strata insurance in B.C. in 2020. As IBABC, government and various other interested parties investigated, the complexities of the underlying issues became clear and also a lack of understanding by the strata-living public. That's why IBABC published this online Strata Insurance Guide available for download at

<https://bcbroker.ca/strata/>



To further support the program, the IBABC has created a multi-level campaign to ensure all British Columbians are aware of the issues, understand how strata insurance and unit insurance works, and appreciate the valuable information and advice that brokers provide every day.

The Strata Insurance guide campaign will consist of a number of elements using various media to ensure greater coverage. Those elements found in your package and online at IBABC.org include:

TELEVISION PUBLIC SERVICE ANNOUNCEMENT

A 15 second Public Service Announcement has been created and a media buy has been placed on Global Television from late January into March. A lower resolution copy of the message is available for internal office use.





BROKER OFFICE PRINT ELEMENTS

Desk Tent Card / Business Card

In the package mailed to you, you will find two 4x8 Tent Display Cards to place at high-traffic desk/counters for customers to see. The QR code takes them directly to the Strata section of BCBroker.ca where they can read it online or download the PDF version of the guide. The sample of business cards can be put on display in a standard business card holder for customers to take home as a reminder.



BROKER SELF-PRINTED HANDOUTS

Included in the digital materials you will also find files that you can print in your office on an 'as-needed' basis. They include a buck slip/policy stuffer page that, using the cut lines, can be cut into three pieces and a business card page that becomes eight pieces for handout.



BROKER-BRANDED SOCIAL MEDIA MESSAGES

The messages come in a couple size options and formats for Facebook and Instagram. Select the ones that best suit your brokerage and customize with your own messaging. Below are mock-ups with copy suggestions.

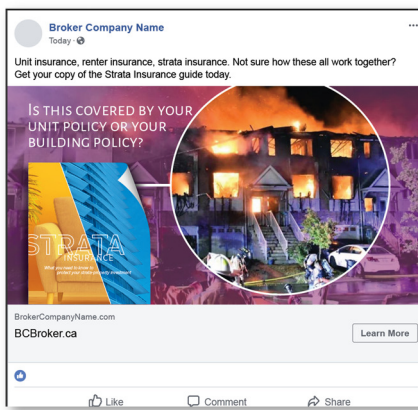
FACEBOOK

The still images (JPEG) for this series are available online as well as animated images in two formats (GIF and MP4) can be downloaded from this link: <https://www.ibabc.org/members-area/member-resources.html>



Copy Suggestions

“Whether you own your strata property or are a tenant living in one, you need to be aware of the various responsibilities and coverages. Your broker can help. With this Strata Insurance information and the advice of one of our broker team.....(brokerage name at top)



Copy Suggestions

“Knowing what your unit insurance policy covers and the limits of your building policy and its deductibles are crucial in protecting your investment. Our brokers will be glad to sit down and go over all your needs and outline the options...(brokerage name at top)

INSTAGRAM

Each message title is reproduced in each of the most common sizes (Square, Portrait, and Landscape). Choose the file(s) that best suit your needs.

LINKS TO ONLINE VERSION

Add this link to your Facebook messaging and/or any strata-related communication directing you client to this online reading copy of *Strata Insurance*.

https://bcbroker.texterity.com/bcbroker/ibabc_strata_handbook/MobilePagedReplica.action?pm=2&folio=Cover#pg1

